

REMARKS

Applicants thank the Examiner for indicated allowance of claims 8-23. No claims are amended. The specification is amended at pages 2-4 and 6 for clarity. Such amendments are supported by the specification as filed, including the drawings. Replacement formal drawings are submitted for the Examiner's review and approval. Review and reconsideration of the application in view of Applicants' amendments and remarks are respectfully requested.

Claims 1, 2, 4 and 5 have been rejected under 35 USC § 102(e) over Wilkes et al (US 6,622,410). Claims 3, 6 and 7, which depend from claim 1, have been rejected under 35 USC § 103(a) over Wilkes et al in view of Brick et al. For at least the following reasons, Applicants traverse each rejection.

Wilkes et al. discloses a shelf-edge display system, commonly referred to as an Electronic Shelf Label (ESL). Contrary to the characterization of Wilkes et al. in the Office Action, Wilkes et al. does not disclose or suggest a shelf talker. As known in the industry, and as disclosed in the specification at page 1 in the background, a shelf talker is used in addition to ESLs. As stated in the background, "Along with ESL systems, integrated within the shelf rails, are the use of larger shelf talkers used to attract the customers attention by portraying a special item or price." The background of the specification gives examples of systems including both ESLs and shelf talkers. For example, see US 5,771,005, issued June 23, 1998 to Goodwin, III. Wilkes et al. is an ESL, and discloses the attachment of an electronic tag to a powered shelf-edge rail system. The display tag 20 disclosed by Wilkes et al. and shown in Fig. 3 includes an LCD display 60, as disclosed at col. 7, lines 5-6. No further detail on the LCD is provided in the written description. Fig. 3 shows the LCD to be a single unit displaying the item price and price per ounce on a single display surface.

Brick et al. also discloses an electronic shelf label having a single LCD display that shows price and bar code for a given item. See Figs. 1-3.

As claimed in claim 1, from which all of claims 2-7 ultimately depend, Applicants' shelf talker includes a plurality of single character display chips. Neither Wilkes et al. nor Brick et al., teach, disclose or suggest the use of a single character display chip, or the use of multiple single character display chips to form a single display. For at least the above reasons, reconsideration and withdrawal of the rejection of claims 1, 2, 4, and 5 under 35 USC § 102(e) over

Wilkes et al., and the rejection of claims 3, 6, and 7 under 35 USC § 103(a) over Wilkes et al. in view of Brick et al., are in order and are respectfully requested.

For at least the reasons set forth above, Applicants submit all of Claims 1-23 are in condition for allowance. Prompt and favorable action are respectfully requested.

Should the Examiner require anything further, or have any questions, the Examiner is asked to contact Applicants' undersigned representative.

Respectfully submitted,



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If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.

Amendments to the Drawings:

The attached sheets of drawings are formal drawings replacing the drawings filed with the original specification. Approval by the Examiner is respectfully requested.

Attachments: Replacement Figures 1-9